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May 1960

RE-UP!  
ARMY

# Recruiting

JOURNAL OF THE UNITED STATES ARMY



## Army Exhibits—How to Get Them

Procuring qualified personnel to man and operate the complex weapons and equipment of a modern Army is one of the most vital defense activities under way in America today. It's a big job, but it can be eased somewhat when publicity props are utilized and exploited to their fullest extent.

A "big stick" in the hands of a recruiter is an official Army exhibit prominently displayed in his local community telling the story of today's modern Army establishment and emphasizing, through dramatic visual communications techniques, its roles and missions, varied and complex operations, and character and quality of its personnel.

These official exhibits, prepared by the U. S. Army Exhibit Unit by direction of the Army Chief of Information, are designed primarily to dispense accurate and timely information—but, in their secondary role, they serve recruiting objectives so effectively it is often difficult to determine who enjoys the greater benefit from their display.

The turn of each new year has seen such a tremendous rise in Exhibit Unit activities that the RECRUITING Journal has decided it might be well to outline the process of gaining access to an Army exhibit. Actually, it's relatively simple. A recruiter, learning that a fair or exposition is pending in his vicinity and wishing to stimulate his local recruiting efforts, has merely to get in touch with the event management and discuss the mutual benefits to be derived from the display of one of the Army's highly professional military exhibits.

Once a positive reaction has been obtained and space has been made available, the recruiter then informs the Recruiting District Headquarters of the exhibit request. The request is forwarded through the Army Area Headquarters to the Chief of Information (CINFO) at Department of the Army, who in turn forwards it to

Exhibit Unit Headquarters at Cameron Station, Alexandria, Virginia.

Fair managers themselves often contact Exhibit Unit Headquarters directly, and Congressmen sometimes get in touch with CINFO regarding exhibit requests from constituents. Occasional applications originate with local reserve officers or interested individuals—persons other than fair executives or Army personnel.

While exhibit requests arrive at Cameron Station from a variety of sources, each gets immediate and equal consideration and details are arranged shortly thereafter between applicant and Unit headquarters.

Eight major Army exhibits are available to recruiters this year.

"This is the Army," illustrating the speed and immensity of modern war, compares limited and general war and explains Communism's territorial expansion.

"The Pentomic Army Exhibit" depicts the evolution of weapons from the Stone Age to the future, including nuclear arms, the Strategic Army Corps (STRAC), and current operational weapons.

"The U. S. Army Missiles Exhibit" relates the story of military rockets and missiles from 1232 A.D. to the present, explaining modern Army missiles and projecting into the future of nuclear weapons.

"The Nuclear Power Exhibit" describes U. S. Army progress in the development of various nuclear power plants for military use by explaining five varied nuclear power plant concepts now in various stages of development.

"The Air Defense Exhibit" tells of the Army's air defense capabilities and features a motion picture, models, and other visual communications devices.

"The Cavalcade of Progress" exhibit, housed in an air-cooled and expandable trailer, depicts Army progress in meeting the challenge of the nuclear age and features a variety of actual hardware.

"The Historical Exhibit" shows various

significant events in American Army history by means of large dioramas.

"The Medals Exhibit" presents for public viewing the medals awarded by the Department of the Army and U. S. Government as well as campaign ribbons and service stars.

Despite the fact that Exhibit Unit tour schedules are constantly expanding, some applications, unfortunately, must be turned down each year. The three big reasons are: conflicting dates with previously scheduled showings; budget limitations; and lack of Unit manpower. Usually these last two can be overcome by applicants who submit their requests early enough when the tour schedule is in its initial planning stages.

With the 1960 fair season at hand, Army recruiters from Maine to California find themselves in an excellent position to enhance the prestige of the Army in their areas which, in turn, will pay big dividends to the alert recruiter. By observing the simple steps outlined above, recruiters should have little difficulty in dealing with or initiating exhibit applications.

JUNE 14, 1777, a flag was born—a flag that has grown to be more than the symbol of our union and our ideals, as a nation. Millions of enslaved and destitute peoples of the world are looking to the stars and stripes for the liberty and justice that we have obtained under its banner. A law of April 4, 1818, requires that a star be added for each new State on the 4th of July after its admission. Thus a new flag, with a new star to represent Hawaii, the 50th State, will become official on July 4, 1960. Flag Day gives recruiters a patriotic day to celebrate with teachers and pupils and assist with the Pledge of Allegiance. "I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all."

# did you know?

by the editor . . .

July 4, 1776, revered in the heart of every loyal American—July 4, 1778, obscured by the annual celebrations of the better known date. Who shall say which is of greater importance? The former merely announced a hypothetical independence of a people to its tyrant. The latter dates the actual independence of a vast portion of an empire from the physical possession of that tyrant.

There had been rumors at Fort Kaskaskia, in what is now Illinois, that there approached a large band of the ever-to-be-feared American courreurs de bois, those whites who were more savage than their red-skinned counterparts. But the rumors had proved without foundation and Monsieur le Commandant Rocheblave was leading the stately measures of a minuet in the messhall of the Fort.

From the peaceful blackness of the night a stalwart figure glided unnoticed to a post in the vantage of the doorway, and at a signal, half a hundred counterparts rushed noiselessly into the great chamber and the Fort and leaders of the Great Northwest were theirs.

The Americans came as conquerors and the leader of this expedition was none other than George Rogers Clark of Virginia.

For many months Colonel Clark had dreamed this dream which he had carried to realization on this memorable night of July 4, 1778. He had recruited his men, struggled through the vast virgin jungles and trackless forests, passed over a great plain, and suffered hunger and want; but using the element of surprise and magnanimity towards the settlers he had triumphed over the whole of the "Old Northwest" and secured a vast empire for the newly-formed United States.

As the flag he raised over this great territory beyond the Ohio was never lowered, the American peace commissioners in Paris pleaded the right of possession in their bargaining for western boundaries.

## Recruiting

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Lt. Col. Robert B. McBane, AGC  
Chief, Publicity Branch  
MPPD-TAGO

Mr. Joe H. Williams, Editor

Mrs. Gertrude Drucker, Associate Editor

AREA CORRESPONDENTS

Mr. Michael Durkas-----First Army  
1st Lt William I. Smart-----Second Army  
MSgt John H. Chapman-----Third Army  
Mr. Hugh C. Lindsey-----Fourth Army  
Miss Marjorie Farrell-----Fifth Army  
Miss Ester Bloom-----Sixth Army  
SFC Joseph R. Dolan-----MDW  
MSgt Roland L. Dostal-----ARADCOM  
SSgt George W. Stinger-----TAGSUSA  
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No. 5

## Army Secretary Calls For Active Army Support Of Guard Recruiting

In line with the "One Army" concept, Secretary of the Army Wilber M. Brucker has requested Army commanders to give the National Guard drive to reach the required average 400,000 strength target for this year "all possible" aid.

Mr. Brucker, in a letter signed by Maj Gen R. V. Lee, The Adjutant General, called on the regular establishment to give the Army National Guard every possible aid, "primarily" in the form of increased active Army recruiting support when requested by appropriate State authorities.

Mr. Brucker called for a "strong and united" one-army effort by "all elements of the active Army and the Army National Guard" to attain the average strength level set by Congress for the current fiscal year.

## Infantry Magazine

Recruiting personnel may be interested in knowing that *Infantry* magazine (formerly the *Infantry School Quarterly*) is now published on a bimonthly basis. The magazine, which is an official publication of the United States Army Infantry School, publishes the latest information on Infantry tactics, doctrine, weapons, and equipment. Subscriptions for recruiting stations may be purchased in accordance with AR 715-75. Individuals desiring to subscribe for themselves or for stations may write to the Book Department, U. S. Army Infantry School, Fort Benning, Georgia. Rates: \$3.50 per year; \$6.00 two years; \$9.00 three years.

## Help Wanted, Male

Young man good at math; fine opportunity in progressive fields of rocketry and electronics. For assignment to USARADCOM, see AR 601-238.

## Have You Received?

AR 601-270, March 1960; Personnel Procurement Armed Forces Examining Stations and Armed Forces Induction Stations.

Circular 611-5, March 17, 1960; MOS Proficiency Test Announcement. Circular announces MOS proficiency tests which will be administered under the provisions of AR 611-205 during August 1960 for award of proficiency ratings.

## Relative Standings

### Reenlistment Competition

July 1, 1959 thru

February 29, 1960

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
-------------------	--

1—Third Army	39.3
2—Second Army	39.0
3—Sixth Army	37.5
4—Fifth Army	35.3
5—Fourth Army	33.9
6—MDW	33.0
7—First Army	32.3

Technical Services Corps	Standardized Immediate Reenlistment Rate
--------------------------	--

1—Quartermaster	46.8
2—Transportation	37.1
3—Chemical	35.9
4—Medical	34.4
5—Signal	32.3
6—Engineer	30.6
7—Ordnance	28.2

Source: RCS AG-219

WHEN CHANGING ADDRESS, please give us both your OLD and NEW addresses. If you wish to discontinue receiving this publication, or wish to increase number received, make your request to address shown in Flag on page 2.

## Ten Year Record



Mr. Roy Calabrese (center), public relations director of Radio Station WHLM, Bloomsburg, Pa., receives a Certificate of Appointment as Honorary Recruiter from Capt. Bliss H. Croft (left), commanding officer, Wilkes-Barre USARMS, and SFC Leonard Wisniewski, Bloomsburg Army recruiter. Mr. Calabrese, an excellent center of influence, has been number one honorary recruiter in the area since 1950; he has given priceless assistance in securing sponsorship of newspaper ads, Army participation in social and civic affairs, and allocation of free space for Army exhibits during the annual Bloomsburg Fair.

# Texas ARADCOM Enlistments

Texas' most recent USARADCOM manpower contribution was effected in February when 90 men enlisted in two separate ceremonies conducted by personnel of the Abilene USARMS and the San Antonio USARMS.

Both of these endeavors were an immediate success once actual recruiting began. San Antonio area recruiters had little difficulty in securing 35 men for sites in the Austin area. Abilene personnel enlisted 30 men the first three days for sites in that area. On the fourth day, special authorization was given to recruit an additional 25 men.

Perhaps the most significant finding derived from the recruiters' and planners' efforts is the fact that USARADCOM campaigns generate other enlistments. Abilene achieved 203.8 percent for February to place first in district standings. San Antonio made second place with 134.8 percent.

Both recruiting campaigns were conducted separately but were similar in many respects. Both areas secured a Nike-Hercules missile from Fort Bliss, Texas. San Antonio personnel also devised a missile display. The display was mounted on a pick-up truck and consisted of advertising signs and a miniature missile. Abilene personnel staged a television interview. Maximum utilization of each news medium was effected to gain the understanding and support of the civilian populace.

Arrangements common to both enterprises consisted of contacting representatives of the Chamber of Commerce in the affected areas. Members of the National Defense Committee in Abilene rendered valuable assistance to the military planners. Mr. Oliver Howard, president, Chamber of Commerce, assisted in the over-all plans and participated in the enlistment ceremony.

Mr. Vic Mathias, manager of the Chamber of Commerce in Austin, "The Friendly City," arranged for the Military Affairs Committee to handle arrangements there. Col Edward Robinson, Jr., USAF, Ret., committee chairman, was instrumental in stimulating interest in the Austin area, and securing a location for the group enlistment.

In each city adequate accommodations were made available for the mass enlistment ceremonies. The Paramount Theater in downtown Abilene was donated for the occasion. A notice was placed on the marquee of the theater for four days to further advertise the event.

Austin is the Capital City of Texas. The group enlistment was performed in the rotunda of the Capitol Building with the Fourth United States Army Band performing before the ceremony.

Special consideration was extended to the Austin area enlistees by the management of the Majestic Theater, San Antonio. Free passes were issued to each of the enlistees while they were processing at the USARMS.

Capt Lenas G. Weisheit, commanding officer, Abilene USARMS, conducted the campaign for his area. Col Charles P. Howe, commanding officer, Fourth U. S. Army Recruiting District, administered the Oath of Enlistment.

Lt Col Lally Beeman, commanding officer, San Antonio USARMS, was responsible for the special enlistment program in his area. Maj General K. L. Berry, adjutant general, State of Texas, appeared as the principal speaker at the group enlistment. Colonel Beeman administered the Oath of Enlistment. A representative from the Public Information Office, Headquarters VIII U. S. Army Corps, assisted with the guest lists and seating arrangements.



A NOTICE ON THE MARQUEE of the Paramount Theater in Abilene, Tex., draws attention to a USARADCOM group enlistment held there.



THE HISTORIC ALAMO in San Antonio forms the background for this Nike-Hercules missile which was secured from Fort Bliss, Tex., for use in special USARADCOM enlistment drives in Texas.



MAYOR TOM MILLER, Austin, Tex., discusses "Missileer Week" with Lt Col Lally Beeman (center), commanding officer, San Antonio USARMS, and MSgt Harold L. Boxley, local recruiter.

There is no decision a young man or young woman can make which is more important than the choice of a career.

It was to help these young people that the idea of the Career Day or the Career Conference in high schools and colleges was developed. Those who feel that a Career Day is a golden opportunity to recruit from a labor pool are in for a sad awakening and possible exclusion at future affairs. Rather than being an occasion where representatives of industry, trade, etc., present their reasons why young people should pursue their occupation to the exclusion of others, this affair is designed to provide youth with an opportunity to learn about jobs which will not only provide a livelihood, but be interesting and stimulating as well—information that will enable them to come closer to realizing the dream of finding that “right job” first, instead of on the second or third try—information that will show why, in some cases, it is necessary to start with a second choice and be happy because of it.

### Understanding Necessary

It is necessary that those who participate in Career Days understand the implications involved if they are to be helpful, both in terms of the student's needs on the one hand, and what is of greatest benefit to the Army on the other. It takes a lot of planning and a lot of aspirin before the day has arrived.

As far as the educator is concerned, the sole purpose of a Career Conference is to help students with their vocational and educational planning. It is an effort on the part of the school and the community to bring information to the student about the world of work. Times are scheduled for representatives of professions, business, trades, and crafts to talk to interested groups of students. The speakers provide information based upon experience; the students seek information and advice that is vital to them.

This is where the Army recruiter is faced with his real competition, because these representatives will focus the student's attention on local job opportunities and requirements.

### Conditions Change

Every school that has a Career Conference as a part of its guidance program makes changes every year to meet changing situations in the community and student interest. While one group may participate this year, that does not necessarily mean that it will again participate the next.

# Career Day

by

Colonel R. W. Sylvester, AGC

Chief, Educational Liaison & Training Section

MPPD-TAGO

There must be good reasons for inclusion. There are also many reasons for exclusion which are just as valid.

Many schools have Career Conferences using the entire school day for the program. The day-long plan offers more Career Conferences for students to attend and places more emphasis on the importance of choosing a career. This sort of a Career Day is usually started by an assembly which sets the tone of the Conference.

After this assembly the students attend the conferences in which they have an interest. On the other hand there are schools which favor night meetings so that parents can attend with their children. Still others prefer several assemblies held during the school year. All have their advantages and disadvantages, and all may or may not be encountered by the Army recruiter in the schools in his territory.

Some schools may not even have Career Days because of the amount of work involved and the misunderstanding of the benefits to be derived from the conferences.

Schools vary in the attendance permitted at their Career Conferences or Career Days. Some permit all members of the student body—freshmen through seniors—to attend the Career Conferences. Other schools include only seniors in their program. Still others restrict attendance to junior and senior students.

### Occupational Aims

In those schools where it has been decided the Career Conference or Career Day method will be used, questionnaires are frequently used by the Guidance Department of the school to find out what the students' interests may be. Then, depending upon interests, plans are made to set up conferences and select speakers for them. Students are then scheduled for specific conferences at stated times and at predetermined locations.

To insure that their speakers covered the subject matter, the Portland, Oregon, schools provided a “Suggested Guide for Speakers” several years ago. This is re-

produced in its original form and Army recruiters would do well to consider it as a guide for their own use.

### Suggested Guide For Speakers Career Day

#### I. Description of the Vocation—

- A. Nature of the work—hours, working conditions.
- B. Attractive features—associations, social status, pensions.
- C. Undesirable features—hazards, strains.
- D. Present outlook—demand and supply.

#### II. Requirements of the Vocation—

- A. Education and Training—amount, nature, time, expense.
  - 1. School subjects most essential—ability to use good English, ability to write well and legibly, mechanical skill.
  - 2. Recommendations as to where to obtain training, credentials, licenses.

#### B. Personal qualifications:

Mental ability, personality types, special interests, appearance, age, sex, ability to get along with people, ability to follow directions, ability to lead other people, common sense or good judgment, orderliness, system and neatness, initiative, resourcefulness, punctuality, perseverance, industry, thoroughness.

#### C. Physical qualifications:

Any special demands upon health, nerves, lungs, feet, endurance, vision.

#### III. Rewards of the Vocation—

- A. Financial—pay scale or reasonable income; how paid—salary, commission, wage, bonus.
- B. Security—pensions, retirement allowance, tenure.
- C. Possibility of transfer to related vocations.
- D. Opportunity for advancement—promotions.
- E. Personal—service to others, associations, prestige, self-expression.

#### IV. How To Get Started In The Vocation—

- A. Where to apply.
- B. Placement agencies, unions, associations of workers.
- C. Sources of further information on vocation.

#### V. Questions Students May Ask—

- A. What high school subjects should be taken to prepare for the job?
- B. How is the first job secured?
- C. What kind of work is done in the beginning?
- D. What attitudes should the worker have?
- E. How much pay at first? How about increases?
- F. What are the chances of promotion?
- G. What part-time jobs, during vacation or while attending school, aid one in his permanent field?

*(Continued on page 14)*

# Jacksonville USARMS Finds Feathered Friend

For many months the Jacksonville, Fla., USARMS searched for the item or gimmick that would "break the ice" at the editor's desk of one of the South's leading newspapers, the *Jacksonville Journal*.

Until the day MSgt Al Varnes, the RMSPINCO, came to work to find a parakeet winging his way around the USARMS motor pool. He immediately called one of the local television stations and the newspaper and announced that the Army now had its first recruit "that was really for the birds."

WFCA-TV (NBC) in Jacksonville, shot quite a bit of footage of this "unusual recruit" and ran it with live narration on three different newscasts, tying the entire bit in with the many advantages of a career in today's modern Army.

Likewise, the *Jacksonville Journal* sent in Mr. Lloyd Brown, a topnotch reporter, and a four-column picture with story appeared on page 2 of this important publicity medium.

As a result of all the newspaper and television publicity, the owner of the new recruit was found over the week-end and the little "ice-breaker" was home again.

The Jacksonville USARMS was overjoyed with all the publicity, not knowing that their troubles were just beginning. On Monday morning, SMaj James Coalson began to receive telephone calls and visitors who walked into the main station explaining: "We are not here to join the Army. We just want to pick up our bird."

In an effort to stop the callers who were looking for the most publicized Army recruit in the area in years, Sergeant Varnes contacted the newspaper to ask if they would run a short notice announcing that the bird had been rejected because no vacancies currently existed for this new recruit, and that it had been returned to its rightful owner.

The editor requested the name, address, etc., of the owner of the "rejectee." Having to visit the home of the owner to get the details for the paper, Varnes decided to have another try at breaking into print. He set up a photo of a recruiter giving the bird back to its perky, 88-year young owner, Mrs. Margaret S.

Clark, and dropped the photo off at the paper where it made the front page.

As the *Jacksonville Journal* put it: "After all, another well-known warbler will be leaving the Army this month and someone has to fill the vacancy, even if he can't play the guitar."

## Youth Gets 35 Years for Slaying: Story on Page 1

### Jacksonville Journal

Volume 70 Number 184 Jacksonville, Florida Monday February 15, 1960 Edition 25¢

# MYSTERIOUS SUB BELIEVED ESCAPED FROM GULF TRAI

—ON SENATE FLOOR—

Woman Russell Blasts Johnson Dies in As Rights Row Flares Wreck



ARMY RECRUIT FOR THE BIRDS

—PARAKEET HELD FOR RANSOM—

New Army Recruit for the Birds

LOWER LEFT CORNER PHOTO of parakeet on file box appeared on page 2 of the Jacksonville Journal and the photo of the right is on the front page.

## Army Nurse Corps on the Move in First U. S. Army



Evelyn Marie Glenn is sworn into the Army Student Nurse Program at Governors Island, N. Y., by Col James Q. Simmons, Jr., First U. S. Army deputy surgeon. Maj Sarah W. Bunn, First Army nurse counselor, stands by. Miss Glenn, a senior year nurse trainee is first from Mount Sinai Hospital School of Nursing to participate in the program which will lead to a career as an Army nurse.



Col. James Q. Simmons, Jr., (right), First U. S. Army deputy surgeon, swears in John J. Steplis (left) of the Medical Center, Jersey City Hospital School of Nursing, and William J. Siessmoyer of Alexion Brothers Hospital, Elizabeth, N. J., as second lieutenants in the Army Nurse Corps. Both young officers report for duty to Madigan Army Hospital after an orientation course at the Army Medical Service School, Brooke Army Medical Center, Fort Sam Houston, Tex.

# RE-UP ROUND-UP

One of the real innovations of recent years in the reenlistment program is the RA Clinic developed by personnel of the 101st Airborne Division. So that all of our readers may share in this outstanding idea, we're devoting this month's Re-Up Roundup to publication of the following release from the 101st Airborne Division and Fort Campbell describing the clinic.

\* \* \*

During August 1957, Maj General Thomas L. Sherbourne, commanding general of the 101st Airborne Division and Fort Campbell, instituted a program designated as "Operation RA." This operation was designed to convert enlisted men serving in ER, NG, FR, and US status to Regular Army. As an integral part of the program, each major unit reenlistment NCO was required to interview all of his unit's non-Regular Army personnel.

Faced with the problem of interviewing several hundred enlisted men in a short period of time, MSgt J. F. Buchanan, then reenlistment NCO for the 937th Engr Gp (Cmbt), devised the "RA Clinic" method of orientation. Drawing from the Army's method of training known as the "county fair," Sergeant Buchanan used a similar process to orient troops as to their reenlistment options, eligibility, and "fringe" benefits.

Essentially, an "RA Clinic" is organized in the following manner:

A large classroom is prepared containing the following stations:

1. An assembly point where the troops are greeted by their group commander. At this time, if the unit is reenlisting a non-Regular Army soldier, the commanding officer performs the reenlistment ceremony. After the opening ceremony the troops are briefed usually by the unit reenlistment

NCO, on the type of processing they will receive during the day.

2. Five private rooms, furnished to seat 25 enlisted men, are set aside by partitions. In these the actual orientation takes place. The rooms are plainly marked and represent Reenlistment Options, Finance, Education, Army Schooling, and Benefits (Medicare, PX, Commissary, Retirement, etc.). An expert in each of these subjects is stationed in the respective room to conduct the orientation and answer questions.

3. At regular intervals, determined by the time available and number of troops present, the groups move from one room to the next until the entire orientation is completed.

4. Facilities are available for immediate reenlistment of individuals during the clinic. This is extremely effective as the troops see one of their members converted to RA on the spot.

5. The last station is a refreshment room, prepared with the cooperation of the unit's mess personnel. Usually coffee and cake in an informal atmosphere motivates further discussion of the information received during the orientation. Reenlistment personnel should be stationed in this room to discuss problems with the troops and answer questions concerning reenlistment.

During the first RA Clinic at Fort Campbell, Kentucky, three non-Regular soldiers were converted to RA. Post reenlistment officials observed this "Clinic," reported on its success, and suggested recommendations for improvement. Since the first "Clinic," this method has been used widely in the 101st Airborne Division and other Fort Campbell units. It is now a component part of the reenlistment program at this installation and is generally considered to be unique in Army reenlistment activities.

The "Clinic" has been observed by reenlistment officials from the Third United States Army and Department of the Army. These officials consider the "Clinic" to be a productive reenlistment activity.

\* \* \*

Re-Up Roundup is indebted to Lt Col Wirt C. Salthouse, adjutant general of the 101st Airborne Division and Fort Campbell, for information on the RA Clinic.



ORIENTATION being given by experts on the subject during RA Clinic at Fort Campbell, Ky.

# Reenlistment 'Props'



These are the three RECAP posters described in the April Re-Up Roundup. Travel poster (center) is due for release in June, training poster (right) in September, and choice of post (left) in December.



This is the twenty-four sheet billboard poster scheduled for posting in approximately thirty areas adjacent to Army posts during the month of April.

# From Indianapolis— The Hoosier Platoon

An intensive state-wide recruiting campaign to form a 44-man Hoosier Platoon in the Indianapolis, Indiana, USARMS area ended with 45 young Hoosiers enlisting for service.

The project clicked into action when Maj John B. Moore, USARMS commander, received approval from Fifth U. S. Army Headquarters to conduct the campaign. MSgt George Goff and SFC Ralph Newman of the Recruiting Publicity Section, sold the platoon to the city's newspapers and radio and television stations. The recruiters sold the idea to news media of their respective areas. Hundreds of Camden signs and window cards poured from the USARMS to spread the news to every corner of the state.

Civilian communities placed their stamp of approval on the platoon by placing window cards in their places of business and sponsoring Hoosier Platoon advertisements in local papers.

Governor Harold Handley endorsed the platoon and sent congratulatory letters to STRAC enlistees.

The American Legion National Headquarters in Indianapolis donated a State flag to the platoon to carry through basic training.

Major Moore, Capt Raymond Scott, USARMS operations officer, and Lt Thomas Gallagher, assistant operations officer, appeared on radio programs informing the public about the Hoosier Platoon. And during one week, WFBM-TV, Indianapolis, ran 12 spot announcements a day promoting the campaign.

The Hoosier enlistees were honored at a luncheon given by the Association of the United States Army and were hosted at a local theater during their last hours as civilians.

Enlistment ceremonies at the State House highlighted the project. Many civilian and military dignitaries were on hand to

congratulate members of the platoon before they departed for basic training at Fort Leonard Wood, Missouri.

"The cooperation and enthusiasm displayed by the public in the Hoosier Platoon campaign was more than we had expected," said Major Moore. "Its success was clearly a civilian-military effort."

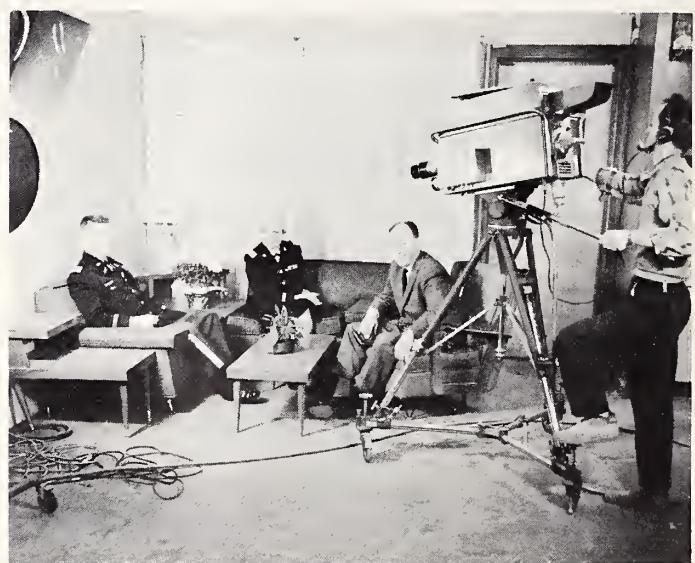


SEVENTEEN of the 45-mon HOOSIER PLATOON pose in barracks at Fort Leonard Wood with their state flag. The colors, donated by the American Legion, were presented to them at enlistment ceremonies by Mr. Robert Fink, executive secretary to the Governor of Indiana.

## WACtivities



During the next six months approximately 6,000,000 bus riders will see these attractive WAC car cards in Little Rock, Ark. Mr. Dan Warden (left), general manager, Citizen's Coach Company, permitted Capt Edith M. Hinton (right), Little Rock USARMS, to display the cards in all 91 of the company buses. The transit firm services both Little Rock and North Little Rock. About 1,000,000 persons ride the buses during peak months. The cards were produced at Fourth U. S. Army Recruiting District Headquarters.



WAC recruiting in Mississippi received a timely boost when Maj Mildred C. Bailey, Third Army WAC selection and career guidance officer, traveled throughout the state publicizing the WAC program, counseling interested young women in personal and group interviews, and creating interest in the WAC in new areas. During her visit to Jackson USARMS, she was featured on Dick Miller's "Guest in the House," on WJTV, Jackson, Miss. With her at the studio are Maj Wilbur C. Marks (left), commanding officer of the Jackson USARMS, and Mr. Miller.

# Big Dividend from Old Idea

Old timers will remember articles in this publication on the success of recruiting plugs on milk cartons. Now the Kansas City, Missouri, USARMS has taken this old idea and expanded it into a huge success in the USARMS areas of Kansas City, St. Louis, and northern Arkansas, through the cooperation of the Hiland Dairy Products Company.

The plan got on its feet when MSgt Louis Kellihan of the Springfield, Missouri, RS presented the idea to Mr. Bert L. Putman, manager of the Hiland Company.

A drawing of one panel of a milk carton was sent by the Hiland Company to its

carton manufacturer. A copy was forwarded to AG-MPPD Silk Screen Shop for reproduction on store window cards and posters for the milk company trucks.

The theme "Grade A Opportunities in the U. S. Army" was carried out also in TV slides, radio spots, and newspaper articles. All publicity was scheduled for simultaneous release and exposure after briefing of all recruiters assigned in the area covered by the Hiland Milk Products Company.

The theme was before the public everywhere. It was on milk cartons on door steps and in kitchens, on store window

cards, on the dairy company trucks, on TV slides, on radio spots, and in newspaper ads and feature stories, as well as on recruiting literature.

Green County, in which Springfield is located, named Miss Joyce Crighton, "Miss Maid of Milk" for the event. She taped radio spots and appeared in news photos.

On the milk cartons alone, the theme "Grade A Opportunities in the U. S. Army" was exposed to nearly half a million people.

Much credit is due to the commanders, publicity NCO's and recruiting representatives of the USARMS concerned for their hard work in this successful project.

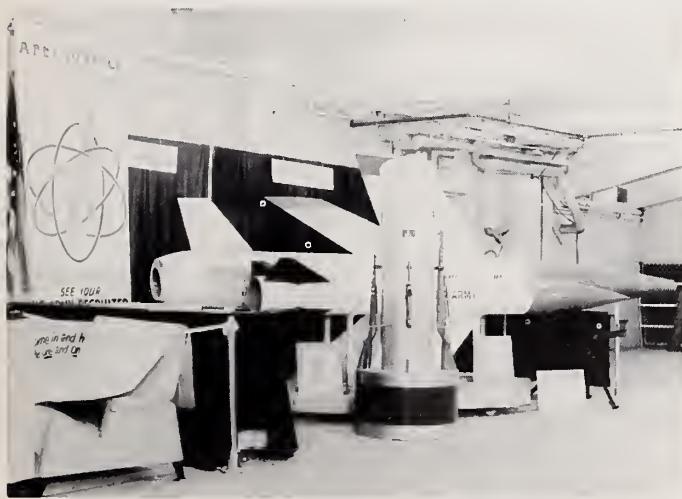


MSGT LOUIS KELLIHAN, Springfield, Mo., presents the idea of placing a recruiting plug on one panel of milk cartons to Mr. Bert L. Putman, manager of Hiland Dairy Products Company, who gave all-out support to the U. S. Army Recruiting Service.



JAMES L. TORRENCE (left), manager of the IGA Food Store, Lebanon, Mo.; Ray Ballond, manager of the Hiland Dairy Products Company in the Lebanon area; and MSgt Raymond Gray, local U. S. Army recruiter, hold milk carton and window card in OPERATION GRADE A.

## Fifth Army Exhibits Sell on Sight



U. S. Army Recruiting Service exhibit at the 1960 Milwaukee, Wisc., Sentinel's Sports and Vacation Show which was acclaimed an outstanding success by the show's management. Lacrosse guided missile, a Little Jahn Racket, the new M-14 rifle, and the M-60 machine gun were obtained from Detroit and Rock Island Arsenals. The show's attendance was over 150,000. Army recruiters manned the exhibit and participated in an all-service color guard twice each day.



Uniform display is part of the U. S. Army Recruiting Service exhibit set up by Des Moines, Iowa, USARMS at the annual Home and Flower Show held in the Veterans Auditorium in Des Moines. Recruiting personnel stood by to answer questions and present literature to interested visitors. About 80,000 people attended despite extremely adverse weather conditions at the time.

## Guard Strength Boosted By Recruiters

Sustained recruiting efforts since the beginning of FY 1960 have paid off for the Army National Guard during the past three months with a net gain of nearly 9,000 recruits, and have resulted in a February 29 strength of 402,300 officers and enlisted men in the 50 States, the District of Columbia, and Puerto Rico.

In announcing the new strength figures, Maj General D. W. McGowan, chief, National Guard Bureau, said that the objective of recruiting activities is to maintain the Army Guard nationally at the average strength of 400,000 that was established by Congress for FY 1960.

An indication of the recruiting success in the States, General McGowan said, was an unprecedented net gain of 2,000 officers and enlisted men in the month of December—a month when the Army National Guard traditionally experiences some losses.

Following is a month-by-month report of Army National Guard strength gains since November:

DECEMBER	2,050
JANUARY	4,430
FEBRUARY	2,150

"While we are pleased with these gains," General McGowan pointed out, "we still are not meeting our goals for the enlistment of prior service men with reserve obligations. As a rule of thumb, we must enlist one obligor for every two six-month trainees. This is a matter of dollars with us, since we must stay within our budget. The six-month trainees are the easiest to enlist—but they are the costliest to train."

General McGowan pointed out that Active Army recruiters have been doing a "first rate job" in support of the efforts of National Guard recruiters. "Now, if they all will devote the same effort to recruiting obligors," he added, "I am confident that we will meet our enlistment quotas for all categories."

ISSUE AND SALE of the new Army Green uniform for Army women (WAC, ANC, AMSC) will begin July 1. Wear of the uniform is authorized at the beginning of the 1960 winter season.

Approximately 10,000 men are currently self-enrolled in Army supported college level courses on an after-hours, self-improvement basis.

## Follow Through

Few things in life are accomplished without "Follow Through." It matters little in which field of endeavor a person may be engaged, or which goal he strives to attain, if he fails to pursue an initial advantage or to exercise the energy and imagination to carry an idea or a project on to success, he will either fall short of the desired objective or will fail completely.

Leaders in business, industry, and the military profession learn early in their careers that in planning a campaign they must devote much time to the consideration of alternative moves in case the original plan falls short of expected success. If it does, they can turn quickly to another method of presentation or attack until their efforts are successful.

There is no occupation in which "Follow Through" pays such dividends as in salesmanship. After a long day in the field, the thinking and planning salesman spends much time at home, in his hotel room, or in his office analyzing the details of each call he has made during the day. Why he made a sale and what merchandise appealed to the customer; why he did not make a sale and where had he failed; if he made sufficient calls to warrant a satisfactory number of sales; if he had called upon people who would be in-

terested in his line; if so, how could he approach these people in the future and what could he offer them to induce a sale? In short, why had his day been successful or why had he failed.

As each call is analyzed, his findings are noted on his prospect cards for future reference. On his next trip the mistakes of the first would be corrected and again corrected until the sale is made and a satisfied customer added to his lists. This is persistence and "Follow Through."

The thinking and planning Army recruiter conducts his operation in much the same manner as the commercial salesman. Daily he makes as many calls as possible on likely prospects for his product—Army careers. Between calls or in the evening he consults his notes, analyzes the success or temporary failure of the interview, enters the important facts on the prospect cards and is fully prepared when he again calls upon the prospect to avoid previous mistakes and to offer a career product in which the prospect may be interested.

There are many recruiting salesmen who will find that the problem of low or inconsistent production lies not in the territory assigned, lack of prospects or other factors commonly blamed for productive failure, but in themselves for lack of initiative, planning and most important of all, "Follow Through."

## Presidential Motif



This display originally conceived by MSgt Hobert J. Kirk and SFC Donald G. Dooley, Army recruiters from Niagara Falls, N. Y., reached fruition through the cooperation of the Historical Branch of the New York Public Library and Central Photo Lab, First U. S. Army. Using the theme "Military Leaders are Civilian Leaders," SP6 Everett G. Peterson of First U. S. Army Recruiting Publicity Branch, assembled the photographs for an eye-catching display. First U. S. Army is reproducing 100 sets of the photos to be distributed for display in store windows throughout the First U. S. Army area.

# Portland USARMS Publicizes Army History on TV

In 1856, when the Oregon Territory was being settled, General Joel Palmer, the first Superintendent of Indian Affairs for the Oregon Territory, ordered Fort Yamhill, a military blockhouse, to be built at the Grand Ronde Agency. General (then Lieutenant) "Phil" Sheridan was responsible for the supervision, construction, and design of the fort. Fort Yamhill was moved in 1911 from its original site to a park in Dayton, Oregon, and rebuilt as a memorial to General Palmer who donated the grounds years before.

The Portland, Oregon, USARMS was the recipient of three half-hour TV programs when Miss Doris Kyber, moderator of the daily television show, "Hi Neighbor" on KOIN-TV, Portland,

generously donated the time to broadcast a colorful informative series on Fort Yamhill, the famous generals who were stationed there, and how the U. S. Army helped to settle the Oregon Territory. She was assisted by SFC Robert F. Dedic, publicity NCO, Portland USARMS, in the narration of the series and in interviewing the persons participating in the show.

All of the materials and interesting articles used were gathered by Sergeant Dedic. These included a display of old rifles, pistols, flags, pictures, and Indian Peace Treaties. The residents of Dayton and LaFayette, Oregon, the California Pioneer Society, and The Bureau of Indian Affairs of Portland were instrumental in assembling the authentic articles used and worn during the period from 1850 through 1861.



MISS DORIS KYBER, moderator of the daily television show, "Hi Neighbor" on KOIN-TV, Portland, Ore., stands between Lt Col Arthur G. May, commanding officer, Portland USARMS, and the seven-man "Buddy" enlistment packet enlisted by MSgt Fred D. Dawson (left), recruiting station commander, Gresham, Ore.



PRESENT FOR THE TV SHOW are (left to right) a member of the Cayuse Indian tribe; Miss Doris Kyber; a member of the Walla Walla tribe; SFC Robert F. Dedic, public information NCO, Portland USARMS; and a Nez Perce tribe member.

## It's Fair Time in Arizona



The first sight to greet the more than 100,000 people entering the gates of the Pima County Fair at Tucson, Ariz., was a model of the Nike-Hercules. The missile was manned by an Army recruiter from the Tucson Recruiting Station, who gave the public information about its capabilities. The missile was built by the U. S. Army Navajo Ordnance Depot at Flagstaff, Ariz.



MSgt Donald E. Baker, recruiting sergeant for the Tucson Recruiting Station, shows spectators at the Pima County Fair the firing system of the Pioneer IV model. This was a part of the varied display the recruiting station manned during the fair, which is one of the first county fairs held in the state each year.

# Army's Man of Future Is Combat Technician



SFC ROBERT T. SHAKOUR operating panel of simulator of Control Room SM-1 (Stationary Medium Power Pressurized Water Nuclear Power Plant).

By Larry Stevens  
Sunday Group

(This magazine is indebted to *The Washington Star*, Washington, D. C., for permission to reprint this article which originally appeared in *The Sunday Star Magazine* on January 24, 1960.)

The hell-for-leather bachelor who once typified the regular enlisted personnel of Uncle Sam's Army is slowly fading away. Taking his place in the ranks is a new kind of GI. Unlike the high percentage of social outcasts, sufferers of broken romances, and adventurous men who sought refuge in peacetime armies of the past, the majority of today's soldiers are proving to be intelligent, serious-minded family men, pursuing careers as skilled military technicians.

During the Korean War, Pentagon planners decided upon a

reorganization of the Army with the aim of obtaining the most advanced technological weapons and staffing it with the men to handle them. In addition to maintaining a hard core of combat-ready fighting men for instant action or to teach draftees in case of war, the Army set about developing a smooth-functioning corps of behind-the-lines technicians who can teach other technicians. Although this meant granting a large number of early discharges, the Army has managed to keep its ranks virtually at authorized strength without compromising its standards. Says Brig. Gen. G. R. Mather: "The Army will continue to separate from the service those soldiers who are unable to handle the complex jobs of a modern fighting force."

To produce these experts of pushbutton warfare, the Army puts applicants through careful and extensive screening before deciding where and how they should be trained. Since January, 1959, volunteers showing sufficient aptitude have been sent to college at government expense for technical, scientific and managerial courses.

Today's career soldier, instead of joining the Army to get away from it all, knows what he's getting into and likes the prospect. Before him lies a modest pension after 20 years of service or a substantial one after 30 years, and a career spent in a skilled job at good pay. After retirement, or after several years in the Army, a soldier technician can usually find, if he chooses, an opening in regular industry for a man with his skills and experience. While any soldier, regardless of his specialization, has been taught how to operate basic combat weapons, the new GI often learns a trade that fits in with advanced technology.

What the Army has in mind can be seen more clearly by a closeup of one man whom the Army considers typical of its new personnel, and the kind of soldier it would like to encourage. He is Sergt. 1/C Robert Shakour, stationed at Fort Belvoir, Va.

At 27, Sergt. Shakour is a literate uncrusty veteran of more than seven years, who has spent the greatest portion of his hitches working with complicated instruments, including most recently the bewildering panels that control Fort Belvoir's nuclear power plant. At present, Sergt. Shakour is instructing other men in how to operate power plants which run on atomic energy.

To reach his present attainments, Sergt. Shakour, who decided to pass up a college education during his civilian days, has had



A COMPONENT OF SIMULATOR (Stationary Medium Power Pressurized Water Nuclear Power Plant) being examined by instructor technicians (left to right) SFC Ara J. Callier and SFC Robert T. Shakour, Fort Belvoir, Va.

to master, on Army time, the rudiments of such meaty subjects as trigonometry, calculus, advanced algebra, mechanical engineering, electrical engineering and nuclear physics.

Like the majority of his fellow servicemen, Sergt. Shakour is a volunteer. He has chosen the Army as a lifetime career, a choice which both he and his wife find agreeable. Professionals at Sergt. Shakour's level work a civilian-style eight-hour, five-day week. At infrequent intervals, they may be called for additional duty, like Charge of Quarters, which requires them to be on hand in the company building. Otherwise, for peacetime soldiers, their existence is a far cry from the pre-World War II days of drab barracks and Sunday parades.

With his wife and three-year-old son, Sergt. Shakour lives on base in a rent-free, two-bedroom apartment. He could, if he wanted, live off the base and receive a \$77.10 allowance, but both he and his wife prefer to reside nearer his work. Although the sergeant's base pay is only \$245 a month, his additional allowances, plus buying food at reduced prices from the base commissary and receiving low-cost medical care from Fort Belvoir hospital (birth of their son cost \$7), enable him and his wife to put away \$25 to \$30 per month. With the Army's policy of granting permanent promotions, as well as increasing pay for tenure, Sergt. Shakour's fortunes will inevitably look up.

During off hours, Army technicians live pretty much like civilians. They put on civilian clothes, help their wives with the shopping, play with their children, work at their hobbies, and get together in the evenings with their friends. Unlike the old days, when Army bull sessions usually dwelt on women and inter-unit rivalries, today they are more apt to resemble the conversations

found in college dormitories, often turning to such weightier subjects as electronics, literature, and current events.

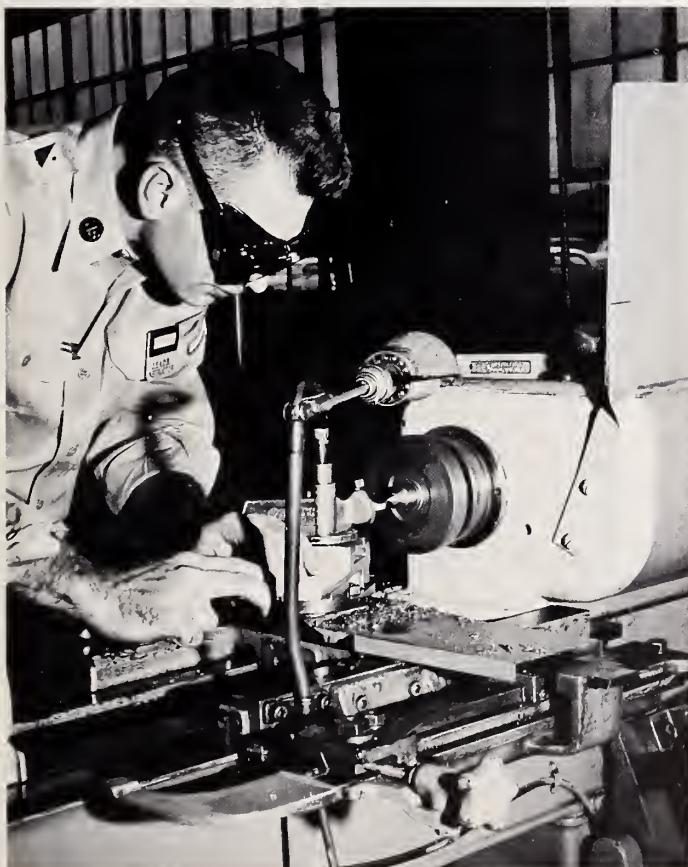
Today's new Army personalities are conscious of the impact they have been making upon the American public. "I noticed the change taking place fairly recently," says Sergt. Shakour. "Most people are friendly now. They don't act as if they'd like to throw rocks at us any more."

Increasing re-enlistment trends among technicians like Sergt. Shakour are proving encouraging to Pentagon hopes for enlarging the percentage of its "professional" corps. In the field of electronics, for example, the rate of experts re-enlisting rose from 20.6 per cent to 26.5 per cent in the last two years. The Army would like to see the rate eventually reach 33 per cent.

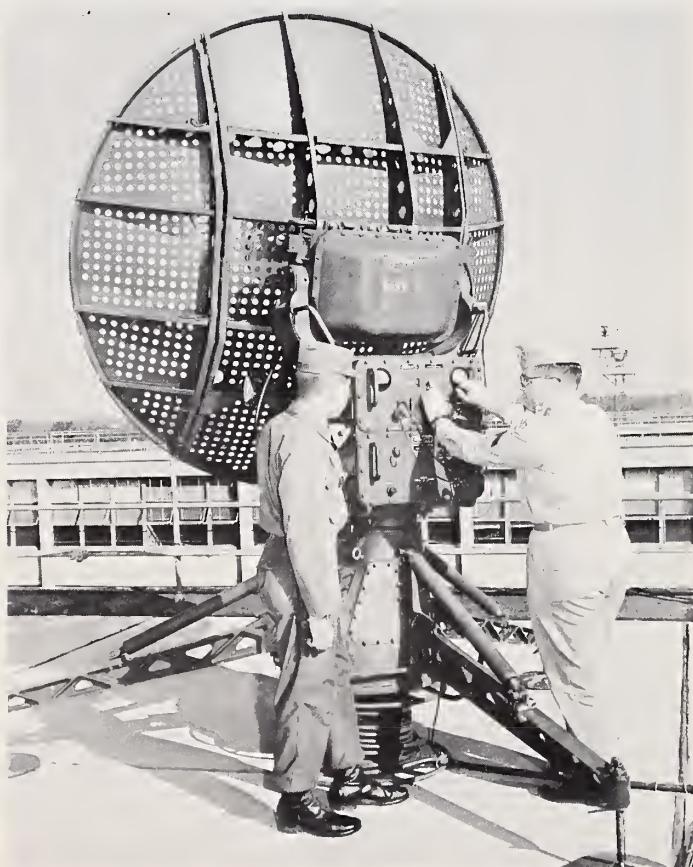
According to Charles C. Finucane, Assistant Secretary of Defense, not only are more men enlisting and re-enlisting, but, to the delight of the Pentagon, they're also tending to be brighter and behave more maturely.

With its developing emphasis on professionalism, the Army is also training personnel administrators, psychologists and even business executives. Said former Chief of Staff Gen. Maxwell D. Taylor: "Only an Army which is filled with first-class people can in the long run be itself first-class."

The new GI is, in effect, the Army's version of industry's "organization man." Instead of giving his all for one unit or division, the new GI is expected to understand and to keep the Army's overall interests in mind. At the rate present trends are moving, the day may not be far off when a good proportion of enlisted men are seen wearing button-down shirts and Ivy League suits.

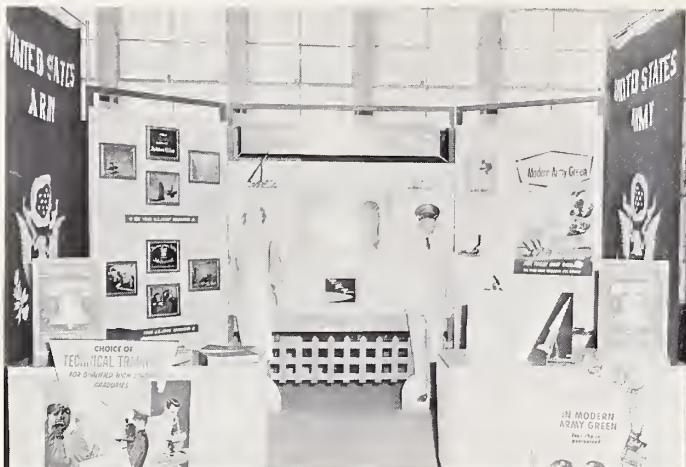


SOLDIER-SPECIALIST taper turning on lathe in Machine Course at U. S. Army Ordnance School, Aberdeen Proving Ground, Md.



TECHNICIAN-INSTRUCTOR at U. S. Army Signal School, Fort Monmouth, N. J., explaining upper air sounding equipment in Meteorological Observation Course to soldier-student.

# Always a Better Way to Do It . . . Says Fourth U. S. Army



This comprehensive display, constructed at the San Antonio, Tex., USARMS, features "back-projection" to present showings of the Country Style U.S.A. series on the screen in the center. A movie projector is located behind the exhibit. The machine projects the movies onto the back of the screen, which is of translucent material, and can be easily viewed by an audience from the front. Most of the advertising art consists of Department of the Army materials.



Equal billing is given to the Gold Sox and the U. S. Army Recruiting Service at the main entrance to the Potter County Stadium, Amarillo, Tex. Located on a main highway, approximately 1,000,000 people will view this recruiting sign during the baseball season. This includes motorists passing by and fans attending the 71 Gold Sox home games. Another billboard sign is located within the stadium.



The mayor and postmaster of Del Rio, Tex., appear with recruiting personnel for the opening of a new recruiting station. Mayor Arthur C. Kennedy (third from right) and Postmaster Ray Ross (right) participated in ribbon-cutting ceremonies. Recruiting personnel (left to right) are SFC Kenneth H. Way, local recruiter; Mrs. Way; Lt Col Lally Beaman, commanding officer, San Antonio USARMS; and MSgt Della Agee, WAC recruiter. The participants stand before a Fourth U. S. Army Recruiting District Mobile Exhibit which was available for the ceremonies.



SFC John R. Clemens, RPNCO, Dallas USARMS, presents a radio broadcast during the birthday celebration of the Big Town Shopping Center, Mesquite, Tex. With the help of Sergeant Clemens, members of the U. S. Army Reserve and the Texas National Guard joined the U. S. Army Recruiting Service for a "One Army" exhibit at the center.

## Career Day (Cont'd)

- H. Is employment regular?
- I. Will there be many jobs available in the future?
- J. Is the work monotonous? Tiring?

When the conference is finished there come the days of reckoning which determine not only the value of the conference to the student, but to the various participants as well. Both the school faculty and the students evaluate the results. Typical questions asked are:

1. Did the Career Conference further the pur-

pose of classwork and the guidance program?

2. Was the nature of the occupation clearly described?
3. Were the personal qualities necessary for success clearly listed?
4. Were the opportunities adequately stated?
5. Was the speaker well informed?
6. Did he present a well-organized talk?
7. Did he have a pleasing personality?
8. Would you recommend the speaker for future vocational conferences?
9. Do you feel better prepared, as a result of this conference, to plan your career?

### Recruiters Face Competition

Every year your local competition is

becoming stronger. Every year there must be improvement in your relations with the community. Reviewing the contents of the "Recruiter Ammunition Kit" can help you do a better job.

Are you included in Career Days because your community feels that, because of world conditions, youth needs to know something about the Armed Forces? Or are you included because you represent an industry with opportunities worthy of consideration by youth—one that they would consider as seriously as any with which you compete? Remember this: You never know how a prospect will react until you have given him the full presentation.

## How to Turn Heads . . . In Third U. S. Army



"Join the Countdown for Freedom, Sell Bonds Thru Payroll Savings" is the theme of a display furnished by the Nashville USARMS for the Industry-Treasury Conference in Nashville, Tenn. Executives of large business and industrial firms met to discuss problems of the U. S. Treasury. The illuminated display is designed to show some of the Army hardware purchased by U. S. Savings Bonds.



MSgt George Williamson (left), zone commander of the Miami, Fla., USARMS area, explains the value of the new U. S. Army Scotchlite Command poster to Marine Acting Gunnery Sergeant Don Johnson in Miami. Used for identification purposes in front of recruiting stations, the "Liberty Bell" logo is positioned where it receives 24-hour glowing effectiveness.



Pointing up the USARADCOM program with a miniature 100-officer and man Nike missile unit, this attractive window display catches the eye of pedestrian traffic in the downtown Miami, Fla., shopping area. The theme is modern missiles and artillery but also shown are ancient crossbow and Civil War artillery pieces. The display has a map of the United States with the locations of Nike units and choice of metropolitan area assignment with enlistment for ARADCOM.



U. S. Army Exhibit Unit's large indoor display, Pentomic Army (STRAC), was one of the most popular exhibits at the Greater Miami Fair and Exposition in Miami, Fla. Held during the height of the winter season, the fair attracts hundreds of tourists. The Nike missile on a flat bed trailer sent from Third U. S. Army in Fort McPherson, Ga., was also a very popular display and was spotted at the entrance to Tropical Park where foot traffic was the heaviest.



Receiving hearty thanks from the Jacksonville USARMS commander, Maj. Paul E. Keithly (center), are Mrs. Helen Kennedy (left) who was appointed an Honorary Recruiter, and Mrs. Pauline Scott who received a Certificate of Achievement, for their long and strong support of our recruiter, MSgt Fred Filordo (left). Also present for the ceremony is zone commander, MSgt James B. Hubble (right). Both Mrs. Kennedy and Mrs. Scott are with Local Board #30, St. Petersburg, Fla.



Judge Joseph E. Copelin, City Judge, Childress, Tex., becomes an Honorary U. S. Army Recruiter for his assistance in supplying enlistment leads to recruiters in that area. SFC Chester C. McNeese, Jr., NCOIC, U. S. Army Recruiting Station, Vernon, presents the Department of the Army award.

# Signal Corps Centennial

The U. S. Army Signal Corps, master of the electronic genie that delivers a message with the speed of light, has passed many electronic and communication milestones in the 100 years since June 21, 1860, when Major (later brigadier general) Albert J. Myer was appointed Signal Officer.

To help celebrate its one hundredth year of service to the Army and the Nation, the Signal Corps has created a Centennial Year 1960 Exhibit which will show the people of the Nation many of the wonders developed by the Corps. This Exhibit will make an extensive tour of the Nation, beginning with Armed Forces Day at Andrews Air Force Base, Maryland.

The schedule, given below, is tentative at present and is provided for general planning purposes only; however, a firmer schedule will be published at a later date if there are any changes to be made.

Recruiters should endeavor to receive permission from local commanders of the nearest commands where this Exhibit will be displayed for a tie-in with Army recruiting.

Washington Area Armed Forces Day Show,

Andrews Air Force Base, Md.	14-15 May
AFCEA Annual Convention, Washington, D. C.	26 May
Pentagon Concourse, Washington, D. C.	20-22 June
Fort Monmouth Open House, Fort Monmouth, N. J.	25 June
Smithsonian Institution, Washington, D. C.	1-27 July
U. S. Army Signal Supply Agency, Philadelphia, Pa.	3-5 August

U. S. Army Pictorial Center, Long Island City, N.Y.

12-14 August

22-24 August

2-4 September

22-24 September

5-7 October

U. S. Army Electronic Proving Ground, Fort Huachuca, Ariz.

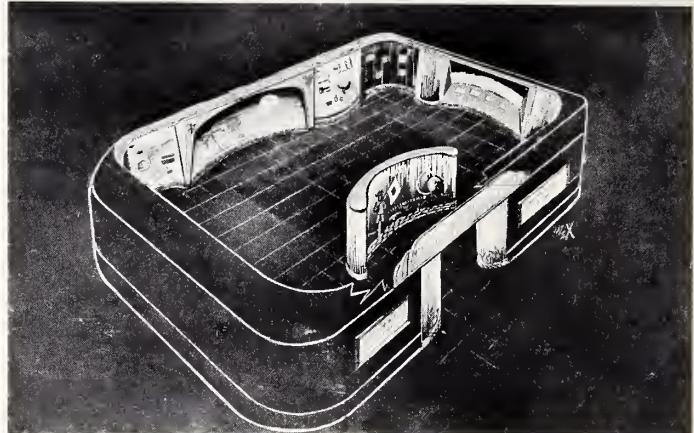
17-19 October

U. S. Army Signal Training Center, Fort Gordon, Ga.

3-5 November

Lexington Signal Depot, Lexington, Ky.

14-16 November



SIGNAL CORPS CENTENNIAL EXHIBIT on display Concourse, The Pentagon, Washington, D. C.

## Signs of Spring in Displays



SP6 Everett G. Petersen, artist-illustrator, First U. S. Army Recruiting District, puts finishing touches on his specially designed missile display. Display will be reproduced and silk-screened on masonite for eventual distribution to RMS's in the First U. S. Army area.



Spring window display was designed and assembled by Army recruiters at the San Diego, Calif., RS. Viewed by thousands passing this busy crossroads in the heart of the city, it is constructed of white corrugated paper, black wrought iron sections, and yellow sprigs of artificial flowers in the background.

# Serving with

## Sullivan



### Point of View

By MSgt Charles J. Sullivan

In this third "Point of View" article I would like to discuss an old and still popular opinion among civilians and Army first-termers that "The Army is no place to rear a family."

There was a time when I might have agreed with this opinion one hundred percent, but nowadays I feel that the dynamic changes from the "old" to the "new" Army have practically reversed the picture.

The usual objections to military family living are such things as: family separations, inability to settle down and cultivate long-time friends, interference with the children's schooling, housing problems, and the added expense and inconvenience of frequent moves.

To be sure, these problems still exist today but impressive strides have been made toward alleviating them. The Army is continuing to invest sizable sums for stateside and oversea housing. This, in turn, is shortening the periods of family separation and has greatly increased concurrent travel possibilities to oversea areas.

The Army also is doing everything possible to coordinate family movement dates with the ending of school semesters to minimize interference with the children's education.

Free packing and movement of household goods and PCS allowances, added to the regular travel allowance, go far toward eliminating the inconvenience and expense of family moves.

Of course, it may never be possible to eliminate entirely these problems of the military life. Yet I feel sure that if the pros and cons of both civilian and military family living could be appreciated and compared simultaneously and impartially, many more civilian than military families would be willing to trade places.

There is a saying that "A man's home is his castle." Yet some housewives might feel that an equally appropriate saying is, "A man's home is his wife's prison." I have frequently heard civilian wives complain about seldom seeing more of the

world than that which is visible from their kitchen windows or along the road to Grandpa's place once a year.

By contrast, many military families have seen much of the world with their soldier husbands and fathers and, to quote their popular expression, "would not take a million for the experience."

In all of the cases with which I am familiar, the families felt that world travel greatly matured them all and made their lives vastly richer than would have been otherwise possible.

Military children often see the world during their most impressionable years. In learning the customs, games, language, and nursery rhymes of foreign children, they learn that others are not so foreign after all. They learn that about the only real differences in people are their varying ways of expressing the same feelings. Obviously this experience goes a long way toward preventing prejudices and making better American citizens. Of course, it is especially tough on children who must leave established friends periodically and cultivate new ones elsewhere. Yet, this too is valuable experience as it increases

their ability to adapt themselves to various environments and to cultivate new friends. Where proper schools are not available, the U. S. Government builds its own and staffs them with qualified teachers.

In most instances the living standards of military families in overseas areas are considerably higher than they are stateside. Because of relatively cheap labor costs, it is not unusual for military families to employ one or more domestic aides to help with family chores. In many cases, the mothers of even large families find that they have enough spare time to take government jobs to further increase the family standard of living. Government housing facilities overseas are often so complete that military families need little more than their clothes to move in and start housekeeping.

The unique experience of seeing the world together tends to weld the family into a closer bond of interest and comradeship for life. The old argument that "The Army is no place to rear a family" is being challenged more every day by Army wives who are saying, "We have never had it so good."

### Ushers Discussion Group

The first recruiting main station to report a successful Armed Forces guidance program in technical and vocational high schools this year was the Springfield, Massachusetts, USARMS.

Representatives from the Army (who initiated the program), Navy, Coast Guard, Marine Corps, and Air Force were on a discussion panel conducted at a PTA meeting in the Technical High School on March 14 and repeated at the Trade High School the next evening.

The program was designed primarily to acquaint the parents of high school seniors and graduates of this select target group mentioned in the March *Recruiting Journal* with the specialized training and educational opportunities available to their sons in each of the Armed services.

Invitations were mailed to members of the Parent Teacher Associations of the

two schools, with special emphasis on the parents of young men eligible for service in the Armed Forces.

### Hawaii Calls

The Army in Hawaii teamed up with the Hawaii Visitors Bureau to aid Army recruiters in Iowa.

The Des Moines, Iowa, USARMS was authorized to enlist 35 men for assignment to Hawaii during April 1960. Past experience has shown that Army enlistees want to spend their entire period, after basic training, in one command.

Initial enlistees can choose their branch and theater, and for those on the mainland interested in joining up, Hawaii puts out a strong attraction.

To aid the Army recruiters, the Hawaii Visitors Bureau furnished brochures and posters to local Army representatives who sent them to Iowa for use in the enlistment campaign.

# BIG PICTURE Films

## Released to Film Libraries

The opportunities for showing the United States Army's weekly documentary series, *The Big Picture*, have never been greater.

The variety of material presented here, for example, offers something for just about every programming situation and every kind of audience. Film running time provides for a good half-hour time slot—28:40 minutes, 16 mm.

Contact with the motion picture library within your area should be made to determine the availability of the films desired for showing to individual audiences or groups. Selection of films will require good judgment on the part of recruiters and PIO's and officials should be consulted as to suitability for specific groups. "Blood and Guts" films should never be shown to a captive audience, such as school and civic organizations, but may be considered proper for veteran groups. Of course, regional considerations, types of audiences or similar factors must be considered.

These films may not be shown on television without specific approval from *Chief, Tele-Radio Unit, Office of the Chief of Information, Department of the Army, Washington 25, D. C.*

A brief synopsis of each film is given below so that recruiters and PIO's may make selection by film number and title in requisitioning from the Army area film library.

### TV-406, *Battle of Salerno*

A fast moving, dramatic film covering the fighting of Fifth Army Forces of Lt General Mark W. Clark in Italy.

### TV-407, *USO Armed Forces Religious Day*

Armed Forces personnel visit historic Philadelphia for religious services, church and home hospitality, sight-seeing, and staged entertainment at Convention Hall.

### TV-408, *The General Marshall Story*

A pictorial record of a great public servant, spanning a critical half century, which ultimately placed him in the ranks of great American patriots.

### TV-409, *Army Newsreel No. 2*

A variety of subjects quite American in nature taking place in Germany.

### TV-410, *First Sergeant*

This is a personal story about one man—an Army Top-Kick—on duty 100 miles behind the Iron Curtain.

### TV-411, *Aerial Mobility*

New tactical use of helicopters, equipped with rockets and machine guns, is seen for the first time on film as they move in and out of ground force positions, firing their weapons at a simulated enemy.

### TV-412, *Soldiers' Heritage*

Here is a tribute to the soldiers who have fought in all this Nation's wars, from the beginning.

### TV-413, *Battle of the Bulge*

This is a story about the American "winter soldier" down through the years from Valley Forge to the Battle of the Bulge and his steadfastness and devotion to duty for which an entire Nation must be forever grateful.

### TV-414, *Salute to the Canadian Army*

Filmed in Canada, it traces the history of the Canadian Army soldier who shared shoulder-to-shoulder fighting with Americans on the battlefields of Europe and Korea.

### TV-415, *Story of a Squad*

It has a quiet beginning but encompasses the activities of an elite infantry paratrooper squad from the time they arise in the early morning until the day is finished.

### TV-416, *The MacArthur Story*

Here is a film documentary that is not only an appreciation and a tribute but a chronicle of achievements that make it impossible for him, as he has put it, to "fade away." He will remain, in the way the film presents him, a soldier of tremendous personal integrity.

### TV-417, *Battle of Manila*

Invasion of the Philippines from the landings through the final liberation of the City of Manila.

### TV-418, *7-Year End Report*

This is an episode utilizing the best stories told in the series during a 7-year period.

### TV-419, *Pictorial Report No. 33*

This is a 2-part film covering the Brussels' World Fair and the Army Exhibit Unit.

### TV-420, *A Debt is Honored*

The story of the close relationship that exists between the 111th Infantry of Pennsylvania and Great Britain's Black Watch Regiment.

### TV-421, *Pentomic Seventh Army*

The mission of an Army on duty in Germany that serves as a bulwark of NATO's defense forces' protecting the free world.

### TV-422, *Alaska—The Outpost State*

A definition of Alaska's strategic value in military affairs.

### TV-423, *Okinawa—Bastion of the Pacific*

A pictorial report on the last half-century of history of Okinawa. It is also a report on the reconstruction accomplished by the combined efforts of the U. S. and the local inhabitants.

### TV-424, *USMAAG—Germany*

A story of MAAG's efforts in helping create a powerful allied force from the ruins of a war-torn land.

### TV-425, *The Stilwell Story*

The overworked term "soldier's soldier" has lost much luster, but "Vinegar Joe" Stilwell, sharing the hardships and dangers of his men, gave the phrase real meaning. This is a documentary about the war in Burma.

### TV-426, *Flying Soldiers*

A film about Army Aviation. Cameras show the effectiveness of the new weapons on hand today, and those expected in the future.

### TV-427, *The Patrol*

A story about seven men sent deep into aggressor-held territory for answers to "Where is the enemy? What is he doing? How can we prevent it?"

### TV-428, *The Code of the Fighting Man*

With this episode, the importance of the Code of Conduct which outlines the soldier's moral obligation to his country is made vivid and dramatic.

### TV-429, *Character Guidance*

That such a vast organization as the U. S. Army should have a program dealing with character guidance may seem a little puzzling. But the character of the American soldier is representative of this country—and the character of a country may well be its most precious possession.

### TV-430, *People to People*

Using post-war Germany as an example, this film shows the individual serviceman and his foreign allies cementing international comradeship on a "people-to-people" basis.

### TV-431, *Battle of San Pietro*

During World War II the distinguished motion picture director, John Houston, covered the capture of San Pietro on film in one of the most dramatic documentaries ever filmed. Introducing this film and narrating it is John Houston himself.

### TV-432, *Thayer of West Point*

Re-enacted by an outstanding cast is the story of Sylvanus Thayer—father of West Point. Lowell Thomas narrates.

### TV-433, *The Common Defense*

A tribute to the Army, Navy, and Air Force who form a valiant team that continues to discharge with glory its great and proud responsibilities—the common defense of the United States.

### TV-434, *Canine College*

This is the story of the old and trusted Army dog, used today as a loyal sentinel protecting missile bases from trespassers.

### TV-435, *The Eisenhower Story*

Deals exclusively with the General's life before becoming President, with emphasis on his military career. Dramatic high point comes with the victorious adventure—D-Day. Raymond Massey narrates.

### TV-436, *The Admiral Nimitz Story*

Using rare, previously unshown film, the viewer is taken back half a century to the early days of the Naval Academy, the Spanish-American War, and the time when Chester Nimitz and the U. S. Navy began to grow together to produce today's modern fighting force.

### TV-437, *The Hap Arnold Story*

This is the story of a modest, hard-working and good-natured man. General Henry "Hap" Arnold became Commander of the greatest Air Force in history in World War II.

### TV-438, *The Unseen Weapon*

Film copies with the responsibilities of the Army Chemical Corps.

### TV-439, *Nike-Hercules—A Reality*

More documentary than drama is this episode which tells a straightforward story about Battery "C" and its Hercules' site in Chatsworth, California.

### TV-440, *The Quartermaster Story*

Here is an examination into the research and engineering problems of the Army Quartermaster Corps.

### TV-441, *Battle for New Guinea*

The basis for telling the story is to point up the importance of the 2-week Army Reserve training at summer camp. The film broadens the viewers perspective of the role of the infantryman.

### TV-442, *The Fort Monmouth Story*

A film about soldier-technicians trained on the most modern communications and electronics equipment available who will take their places in the defense of the free world.

### TV-443, *West Point Summer Training*

Coverage of the typical summer training period at Camp Buckner where cadets gain valuable field experience.

### TV-444, *The Pershing Story*

Swift-paced, lucid, and dramatic is this film biography of a great American military leader, General John J. Pershing. This film covers a period from 1860 until 1948 when at the age of 87, Pershing died and a Nation mourned the passing of a leader who was a symbol as well as a man.

### TV-445, *Summer Storm*

This is the first film in a group of three dealing with the military history of the Korean War. On hand to help tell the story as he saw it is Jim Lucas of the Scripps-Howard Newspaper Alliance. He is interviewed by Host MSgt Stuart Queen.

### TV-446, *Winter War*

This is the second episode covering the Korean War military history. Told in the words of William H. Lawrence, New York Times correspondent, this film covers the period when morale was high.

### TV-447, *War's End*

In this final episode, the distinguished citizen-soldier, Brig General S. L. A. Marshall, presents some penetrating thoughts about the Korean War and the effect it has had upon the training program for the soldier of today's Modern Army.

### TV-448, *Phantom Fighters*

Here is good strong film entertainment. It is a documentary about the Army's 10th Special Forces Group in Europe, until recently a secret military organization.

### TV-449, *Sharper Sword & Stronger Shield*

An information film which emphasizes the importance for the continual modernization of the Army for effective national defense.

### TV-450, *Airborne Soldier*

A film tracing the evolution of the foot-soldier into airborne soldier. This is shock action at its best on film. An absorbing study of highly-trained men who jump into combat.

### TV-451, *Korea Today*

This is a study of American soldiers helping a nation to help itself.

### TV-452, *Look Toward Tomorrow*

A film designed to supplement the long-range recruitment program, set up by the Army, for civilian scientists and engineers.

### TV-453, *History of the Signal Corps*

With new horizons constantly being opened up by Signal Corps personnel in various installations, man's knowledge of communications is ever expanding. Today, the Signal man's mission is to reach out beyond himself.

### TV-454, *Washington Soldier*

A film which examines a side of the Nation's Capital that the tourist seldom sees. It is a story of soldiers on duty in The Pentagon and assigned to Headquarters Company, U. S. Army, Fort Myer, Virginia.

### TV-455, *Germany Today*

This is the story of a people desolate in defeat, who found the way back, with the help of the military force which defeated them.

### TV-456, *Operation Discovery*

This film depicts the life of a young soldier from induction into the Modern Army until his ultimate "graduation" from basic training. During the course of the film, he "discovers" the why and wherefore of his obligated peacetime service.

### TV-457, *Army Medicine*

From the American Revolutionary War to Korea, this film dramatically highlights the story of Army medicine and the exploits of members of the Army Medical Service who have been the tireless, constant companions of the foot-soldier.

### TV-458, *History of Fire Power*

This is a documentary of man's weaponry from caveman's punch to the missileman's fire power. Recalling man's repeated assurance that the "ultimate has been achieved," the film goes on to show how he shrugs it off with a "maybe so."

*(Continued on page 22)*



# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



**ATTENTION:** Recruiters and reenlistment personnel are asked NOT to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials, or any other media emanating from MPPD-TAGO, but to make all requests through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

## U. S. Army Ads—May 1960

### Army Enlistments

(Full Page—Dutone)

Make Your Diploma Pay Off As A Graduate Specialist

Scholastic Magazines (back cover)

These magazines are Senior Scholastic, Practical English and World Week.

Scholastic Roto

Science World (back cover)

Choose Your Army Travel Before Enlistment

Motor Life

Sport

Mechanix Illustrated

Choose It Yourself . . . Before Enlistment

Popular Mechanics

### Reenlistment

(Full Page—Black and White)

Leadership Counts When You Set The Pattern

Army Times—May 7

Leadership Counts When There's A Late Job To Do

Army Times—May 21

(Full Page—Four Color)

Did You Know?

American Armed Forces Features

### Surgeon General's Office

(Full Page—Black and White)

Her Outfit: White—Her Future: Golden!

American Journal of Nursing

Nursing World

Food For Thought

Journal of American Dietetic Association

### Judge Advocate General's Corps

(Full Page—Black and White)

Graduate Lawyers Tackle Important Cases

Case and Comment

**DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning From MPPD-TAGO."**

**In Production For Automatic Distribution LATER**  
WAC Enlisted Direct Mail Piece

WAC Reenlistment Booklet

Reenlistment Booklet, "A Word To The Wives"

Brief Cases

Visual Recruiter Insert Card

Merchandising Folder for Billboard Display

Newspaper mats

Selected for success (WAC Officer booklet)

Reenlistment Poster "ReCap"—No. 2

Somebody Special (WAC Enl. booklet)

Pocket Guide for MOS Option Folders

**In Production For Ordering From Stock LATER**

The World Is Waiting folder

TAKE ONE racks (floor model)

U.S. Army Band Option folder—ME-197

**Because of limitation of funds, the following will be delayed:**

Shells for "Reenlistment Interview Guide"

Combat Specialist Booklet

MOS Charts (small) Rev.

Instruction book for MOS Charts

### Now Available For Requisitioning From MPPD-TAGO

Meet The Modern Army—LB-615

This Is How It Is—LB-400 Rev 2

What Are Your Son's Chances Of Making Good—LB-681

Straight Talk About Staying In School—LBX-529

Army Occupations And You—Revised 1959

For High School Grads and Seniors Only

(direct mail piece)—C-32

The Army And Your Education—LB-326

Enlisted Pay Folder—432

SPECIAL For High School Graduates and Seniors Only—418

Electronics—option folder—LB-671

Military Crafts—option folder—LB-676

Precision Maintenance—option folder—LB-670

Electrical Maintenance—option folder—98-344

Graphics—option folder—LB-677

Combat Specialties—option folder—LB-616

General Technical—option folder—LB-674

Clerical—option folder—LB-673

Motor Maintenance—option folder—98-354

Special Forces—option folder—ME-166

Intelligence—option folder—ME-164

U.S. Army Security Agency—option folder—ME-165  
STRAC—option folder  
Travel—option folder  
Airborne—option folder  
Choose Before Enlistment (Electronic Theme) 24-sheet billboard poster  
Choose Before Enlistment (Road Building Theme) 24-sheet billboard poster (pictured in March R.J.)  
Choose Before Enlistment (Road Building Theme car card)  
Recruiting Service Vehicle Decal (Scotchlite)  
Car Card (missile theme) Choose Before Enlistment  
Direct Enlistment for USARADCOM fact sheet—97-256  
For Men Only—Airborne—LB-384 Rev 1  
Pick Your Vocational Training—LB-682-R-1  
TAKE ONE racks (table model)  
Sorry I Missed You (recruiter calling card)—ME-172  
Male Enlisted Die Cuts, 70" Summer and Winter Uniform  
Male Enlisted Die Cuts, 24" Summer and Winter Uniform  
WAC Enlisted Die Cuts, 67" Summer and Winter Uniform  
WAC Enlisted Die Cuts, 21" Summer and Winter Uniform  
Always Ready To Lend A Helping Hand (reenlistment) 24-sheet billboard poster  
The Secret of Getting Ahead—97-272

### Reenlistment Publicity Materials

RE-UP Army Vehicle Decal  
RE-UP Army Bumper Stickers (Scotchlite)—710-248  
Replacement Cards For Reenlistment Interview Guides—84-116  
Career Counselor, 11 x 14 window card with easel—83-532  
The Army As A Career—810-208  
All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546  
90-day Wondering—handout—810-168

## Radio

### Transcribed Weekly Programs

#### Army Bandstand

Featuring the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry, this popular 15-minute program is designed for young America listener appeal. On alternate weeks music makers such as Billy Mure, George Shearing, Jonah Jones, Richard Hayman, etc., climb aboard with their programming. Tunes and talent appearing on May's programs are:

*Program 99* for release week of May 2 features Billy Mure and his orchestra. Selections include *High Tide Boogie*, *Lover's Guitar*, and *String of Trumpets*.

*Program 100* for release week of May 9 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Taking A Chance On Love* and the U. S. Band Orchestra plays *Scramble*, *The Eagle Screams*, and *Lights Out*. *Program 101* for release week of May 16 features George Shearing and his orchestra. Selections include *It's Easy To Remember*, *Magic*, and *Estampia Cubana*.

*Program 102* for release week of May 23 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Put 'Em In A Box* and the U. S. Army Band Orchestra plays *The Mole*, *Fascinating Rhythm*, and *When Lights Are Low*.

*Program 103* for release week of May 30 features Jonah Jones and his orchestra. Selections include *Brazil*, *South Of The Border*, and *Arrivederci Roma*.

### Country Style U. S. A.

Some of the top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series which continues to be one of the most popular transcribed shows produced by the Center. It is currently being broadcast by 1,929 stations. The talent for May includes The Jordanaires, Johnny & Jack, Hank Snow, Webb Pierce and Jim Reeves.

*Program 246* for release week of May 2 features the Jordanaires with guest DeeDon. The Jordanaires sing *Wait For The Light To Shine*, *Across The Wide Missouri*, and *Dip Your Fingers In Some Water*. DeeDon sings *Bless Your Heart*.

*Program 247* for release week of May 9 features Johnny & Jack with guest Kitty Wells. Johnny & Jack sing *Poison Love*, *What Do You Know About Heartache*, and *Where The Soul of Man*. Guest Kitty Wells sings *A Mommy For A Day*.

*Program 248* for release week of May 16 features Hank Snow. Hank plays *The Grey Eagle* and sings *The Last Ride*, *The Party Of The Second Part*, and *The Traveling Blues*.

*Program 249* for release week of May 23 features Webb Pierce with guest Wayne Walker. Webb sings *Wonder'n, No Love Have I*, and *I Ain't Never*. Guest Wayne Walker sings *Knock Again True Love*.

*Program 250* for release week of May 30 features Jim Reeves with guest Carl Butler. Jim sings *On A Mountain In A Mansion*, *If Heartache's The Fashion*, and *I'm Beginning To Forget You*. Guest Carl Butler sings *There's Grief In My Heart*.

### The Steve Lawrence Show

This program features U. S. Army Specialist Steve Lawrence spinning hit tunes of the day and visiting prominent guests such as Don Costa, Georgie Auld, Lou Monte, Vincent Lopez, and others. The series is pressed on 12" long-playing microgroove discs and is available for weekly airing by radio stations. Delivered in package of 14 shows per delivery.

### Other Army Recruiting Offerings

See April 1960 issue for notes on *Programming Plus*, *Did You Know?*, *The Holiday Album Of Music*, and *Country Style U.S.A. (Radio)*.

### Army Hour

The annual Robert P. Patterson Award is one of the highlights featured on *The Army Hour* this month. This award is given to the outstanding infantry soldier attending the Officer Candidate School at Fort Benning, Georgia. This year's winner is 2d Lt William T. Baya. Ceremonies include presentations by the Secretary of the Army, The Honorable Wilber M. Brucker, and Mrs. Robert P. Patterson.

From Okinawa, *The Army Hour* brings its audience an unusual story of a 65-year old Wac who joined the Army in World War II and tells about her many interesting assignments.

The recent "Operation Banyan Tree II" is covered in a two-part story on *The Army Hour* as Army Hour reporter PFC Jerry Kearns reports from Panama. Brazilian paratroopers join the 82d Airborne in a mass drop. This is the first time American and Latin troops have joined forces in a maneuver of this kind.

Music on *The Army Hour* features the United States Army Band and Chorus and guest soloists, Specialist Steve Lawrence and accordionist Lou DiMaggio.

*(Continued on page 22)*

## Publicity Props

(Cont'd)

### Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

### At Ease

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

### Songs By Steve Lawrence

Saturdays 1130-1200 (New York broadcast Sundays from 0815-0845 hours). Aired over the Columbia Broadcasting System Network on Saturday mornings featuring songs by Army Specialist Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Major Hugh Curry.

### Films

#### Signal Corps—New Releases

##### *I & E Screen Magazine*—Issue No. 576

AFSM 576, 21 min., 1960, black and white. 1959 World Series: Highlights of games between Dodgers and White Sox. Shakedown: A feature on USS Independence, Navy's largest jet carrier.

##### *I & E Screen Magazine*—Issue No. 577

AFSM 577, 19 min., 1960, black and white. PARSQ Team Competition, Arctic Snow Camp, One-man GM, THOR Nose Cone Test, Narrow Gauge Landing at Istanbul Air Show, and Army vs AF 1959.

#### *Fort Churchill—Springboard For Science*

MF 45-9506, 13 min., 1960, color. The story of the Rocket Firing Base at Ft. Churchill, Canada, in 1956 for the purpose of conducting upper air experiments.

#### *Corporal*

MF 45-9512, 4 min., 1960, color. Features and capability of long range tactical weapon for heavy fire support; personnel, equipment and procedure used in test firing; equipment used to record flight data.

#### *NIKE-Ajax*

MF 45-9513, 4 min., 1960, color. Features and capability against flying targets; missile test activity at Test Center—missile check, joining to rocket booster, and fueling with propellant.

#### *Honest John*

MF 45-9514, 4 min., 1960, color. Features and capability as close support rocket; phases of test firing—rocket assembly, placement on launcher, actual firing, and rocket in flight.

#### *Little John*

MF 45-9515, 4 min., 1960, color. Features and capability as close support missile; preparation for test firing—assembly of missile, missile checks, and mounting; test firing.

## The Mountain Road Poster

**LOOK AHEAD  
TO A FUTURE IN  
MODERN ARMY  
GREEN**



This is the window card which will be provided free of charge to recruiting main stations by Columbia Pictures for use in local publicity campaigns when *The Mountain Road* appears in each area. This film has the cooperation of the Department of Defense, Department of the Army, and the National Guard. See AR 360-5 and Change 4, June 19, 1958.

## BIG PICTURE Films (Cont'd)

### TV-459, *The Joe Mann Story*

A high-quality memorial to a soldier who died in World War II. For a half-hour on film, this episode becomes a history book, expertly photographed with unusual backgrounds of Holland.

### TV-460, *Signal Soldiers*

A film documentary about the varied activities of enlisted men assigned to the U. S. Army Signal Corps.

### TV-461, *Operation Danville*

A study of what can happen to an American community overrun by enemy forces and later liberated by friendly troops of the 82nd Airborne Division who parachuted into the area, engaged the enemy, and won after a pitched battle.

### TV-462, *The Army—A Deterrent to Aggression*

This is a documentary about the Army's role in 1960. A tabulation of both the Army's achievements as well as its mission in maintaining a world-wide deterrent while improving the readiness to meet the challenge of tomorrow.

### TV-463, *Army Digest #1*

Part I—"Barriers to the North"

Part II—"Journey to Mannheim"

The camera takes the viewer behind the scenes to two widely separated lands and two strikingly different operations.

# CINFO Posters

## To Tell Your Army Story

with the

### Army Information Objectives, 1960-61

Pictured are four more Chief of Information posters to be distributed to the Recruiting Service in Calendar Year 1960.



One more—*One Army*—will be delivered for next December posting.

The posters are being used in effect as a rallying point for specific emphasis, on a worldwide basis, on each of the Information objectives during the period of distribution of each poster. This will provide a two-month emphasis on each of the Information objectives.

Five thousand of each of these posters will be distributed to the RMS's by TAG Publication Centers for display in windows and distribution to Veterans and Civic organizations. No re-ordering from MPPD-TAGO is possible, and the posters are *not* for Camden board posting.

Poster 1—*Modern Army*—has already been distributed and is to be utilized in build-up for Project MAN, Modern Army Needs, at Fort Benning, Georgia, May 2-4. This major demonstration will be highly publicized, with attendance by top Defense and Government officials, probably including the Vice President.

This poster may be displayed until June 1st when

Poster 2—*Essential*—will be delivered. This poster is to be used as a tie-in for the Army's Birthday and Flag Day on June 14. It was on June 14 that the United States Army was founded when Congress authorized enlistment of riflemen to serve the United Colonies for one year, and it was two years later on the same day that our National Flag of 13 stars and 13 stripes was adopted by the Continental Congress.

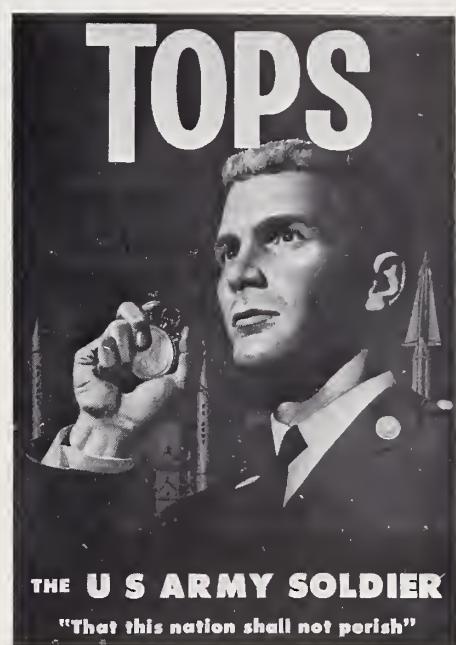
This poster may be displayed until August 1st when

Poster 3—*Tops*—is to be displayed. This poster will be used to emphasize the annual meeting in Washington of the Association of the United States Army, to be held August 8-9-10, and for display until October when

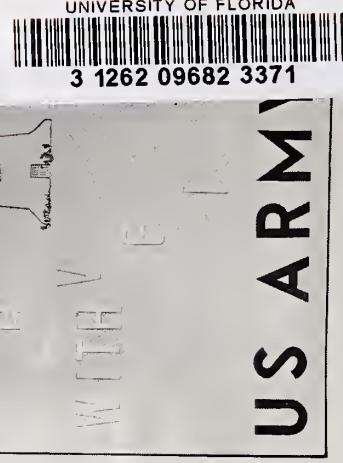
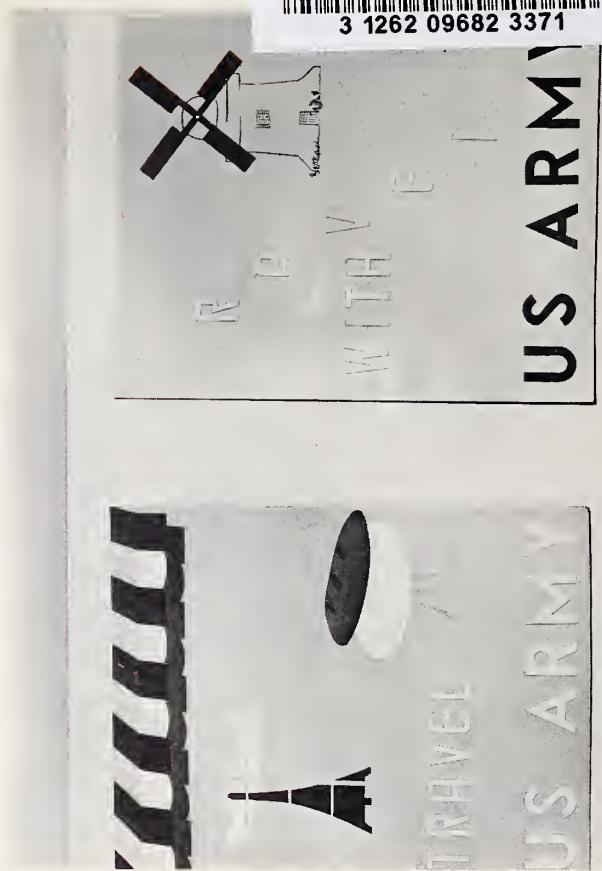
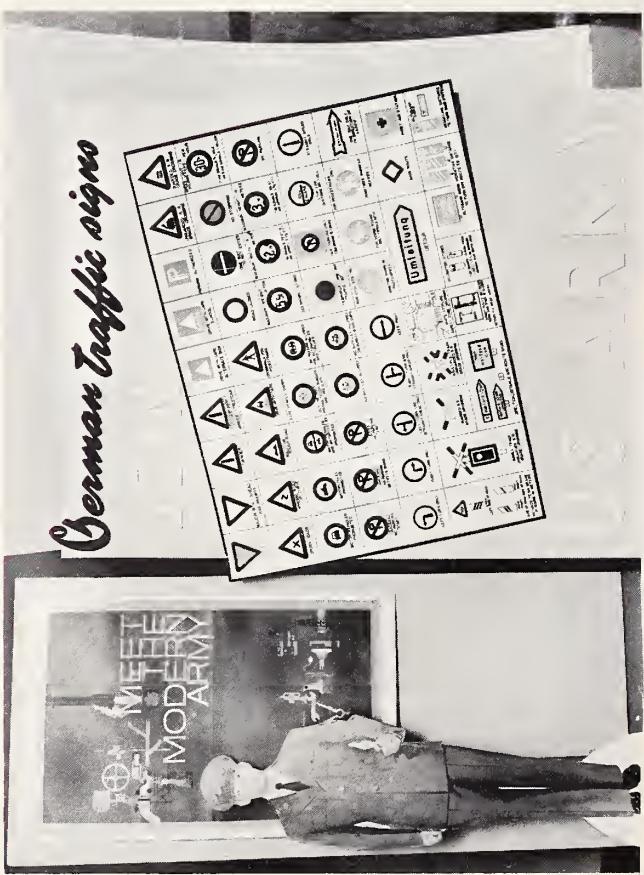
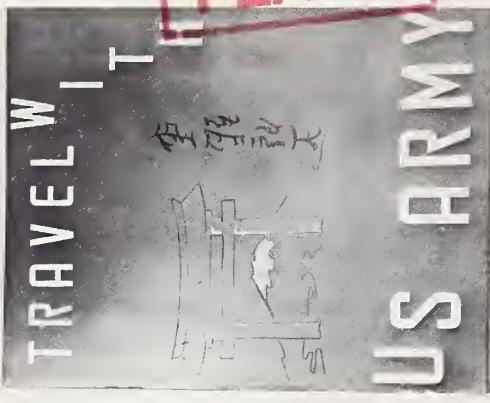
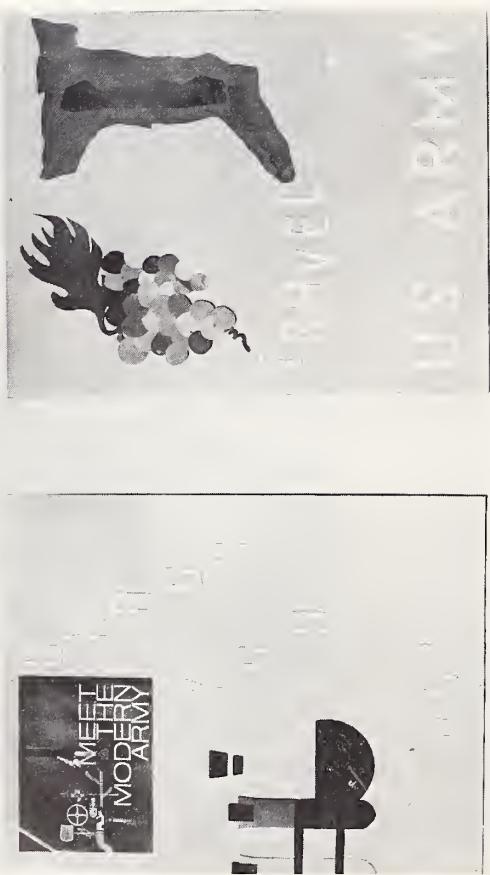
Poster 4—*Security*—is to be displayed. This poster is to be used as a build-up for Veterans' Day (Armistice Day) on November 11 and until December 1st.

All in all, these posters emphasize the United States Army and its objectives

during the appropriate period and will provide a direct tie-in to the over-all Army Information effort.



# When the Signs are Right . . . You Get Results



These seven window display signs are the result of the initiative and imagination of SFC Robert F. Dedic, publicity NCO of the Portland, Ore., USARMS. They were constructed from colored four-ply construction paper, utilizing discarded cardboard for bracing and backboard. The signs are 22x28 inches high, and the lettering is of the precut block type, giving a three dimensional effect to the signs. Since designing these first working models, Sergeant Dedic has personally constructed 28 more signs using improved models and wording. These signs show originality, taste, and simplicity of design, and they tell the passer-by the story at a glance. Approximate cost per sign—60¢.